

PATENTS  
004029-0074-105

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Thomas E. Ward III et al.  
Application No. : 10/066,811 Conf. No. 6065  
Filed : February 4, 2002  
For : SYSTEM AND METHOD FOR MODIFYING  
ADVERTISEMENT RESPONSIVE TO EPG  
INFORMATION  
Art Unit : 2426  
Examiner : Fred H. Peng

New York, New York 10036  
July 18, 2011

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

This Reply is in response to the final Office Action mailed March 16, 2011 and accompanies a Request for Continued Examination (RCE) filed herewith.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 16 of this paper.